

ORDER



KSNV

Orders	Order / Rev:	105455
	Alt Order #:	06841132
	Product Desc:	BERKLEY FOR SENATE
	Estimate:	60
	Flight Dates:	08/14/12 - 08/20/12
	Original Date / Rev:	08/13/12 / 08/13/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	Shorr Johnson Magnus
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut St.
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Berkley, Shelley for Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/18/12	1	\$1,000.00	\$850.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	1	\$1,000.00	\$850.00	0.00
Totals	1	\$1,000.00	\$850.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	28%	\$1,000.00
Market	100%	\$3,571.43

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	29%	\$1,035.71
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$892.86
KTUD	0%	\$0.00
KVVU	15%	\$535.71
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$107.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/18/12	08/18/12	News 3 Today - SATURDAY News 3 Today - SAT	CM	9am-930am	-----S-	1:00	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S-		1		\$1,000.00		0.00					

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NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S-		1		\$1,000.00		0.00					
													Totals	1	\$1,000.00